

RACHEL CHEYFITZ

Strategic Marketing Leader



[✉ spinrach@gmail.com](mailto:spinrach@gmail.com) | [☎ +972509706244](tel:+972509706244) | [🔗 LinkedIn Profile](#) | [🔗 Portfolio & Work Samples](#) | [🌍 Israel](#) [🔗](#)

KEY ACHIEVEMENTS



Architected Developer Portals and Knowledge Bases

- Built developer portals and knowledge bases from scratch for multiple companies, reducing onboarding time by up to 35%.
- Implemented DITA and Docs-as-Code frameworks, authoring hundreds of pages of technical content to enhance self-service and improve customer satisfaction.



Amplified Brand Through Speaking Engagements, Mentorship, and Industry Panels

- Spearheaded thought leadership by authoring content, leading analyst briefings, speaking at conferences, and mentoring workshops.
- Increased brand visibility and drove strategic conversations in analyst meetings, social media campaigns, and industry reports.



Drove Growth and Market Position Through Strategic GTM and PLG Initiatives

- Created sales materials, product demos, and PLG features like in-app notifications and self-service onboarding to drive product adoption and improve win rates.
- Led GTM strategies that boosted YoY growth by 300%, delivered \$1M in quarterly ACV, and raised market share to 65% through optimized pricing and customer conversion strategies.



Led GTM Strategies Resulting in Exceptional Growth

- Developed frameworks that delivered 300% year-over-year growth, reaching over \$1M in quarterly ACV.
- Defined pricing and product strategies that increased market share to 65%.
- Led PMM teams in aligning marketing, product, sales, and cross-functional collaboration.



Rebranding and Market Positioning Initiatives

- Led product messaging refinement and strategic rebranding efforts to enhance customer engagement.
- Worked closely with demand generation and PR teams to strengthen media presence and competitive positioning.



Developed Comprehensive Compliance Resource Hub

- Authored a comprehensive compliance resource hub, covering cybersecurity regulations across 20+ global frameworks.
- Provided actionable guidance on regulatory requirements and data protection standards.



Introduced Critical Sales Enablement Tools

- Created pitch decks, competitive intelligence reports, training materials, and product demos that improved win rates and accelerated sales.
- Delivered sales enablement resources supporting GTM planning and major product launches.



Leadership and Talent Development

- Led high-performing teams across marketing, technical writing, and product marketing functions.
- Established training and onboarding processes to foster cross-functional collaboration and support hyper-growth environments.



Product-Led Growth (PLG) and In-App Notifications

- Pioneered in-app product notifications as part of PLG strategies, boosting engagement and conversion rates.
- Developed self-service onboarding flows and user journeys to increase product adoption.



Pioneered and Drove Internal Communications

- Developed platform implementation strategies, newsletters, and tools to streamline product launches and crisis messaging.
- Continuously optimized internal engagement strategies based on iterative feedback.

EXPERIENCE

Fractional Product Marketing Advisor

Contentabl | Remote | **04/2020 – Present**

- Clients include BlinkOps, Canditech, Comeet, Cycode, Akeyless, Pentera, Ionir, & more.
- Advised on product content, technical writing, and marketing strategies across cybersecurity, AI/ML, HR tech, and SaaS industries.
- Created self-service and onboarding flows to improve adoption and customer experience.
- Provided UX microcopy, messaging frameworks, and content strategies for Fiverr's category expansions and marketplace upgrades.
- Led storytelling courses and training sessions for clients.

Director of Corporate and Product Marketing

Coro Cybersecurity | Tel Aviv, Israel | **08/2022 – 12/2024**

- Directed a multi-disciplinary marketing team responsible for demand generation, content, analyst relations, and sales enablement.
- Achieved \$1M+ in quarterly ACV growth through strategic initiatives.
- Spearheaded rebranding efforts, refining product messaging and improving competitive positioning.
- Led GTM strategy across sales, product, and marketing, accelerating product adoption and 300% YoY growth.
- Managed analyst relations and thought leadership campaigns to enhance brand recognition.
- Redesigned website with VP Demand Gen, optimizing lead generation.

Head of Product Marketing and Documentation

Lytix | Yokneam, Israel | **05/2021 – 08/2022**

- Led product marketing for AI-powered video telematics, achieving a 65% increase in market share.
- Launched a 300+ page developer portal and knowledge base, reducing partner onboarding time by 35%.
- Developed pricing strategies and messaging for Twilio partnerships and telecommunications integrations.
- Strengthened messaging and partner engagement through research-driven validation processes.

Fractional Product Marketing Manager

Lightrun | Tel Aviv, Israel | **01/2021 – 05/2021**

- Led GTM efforts, competitive messaging, and product collateral creation.
- Published the first knowledge base with 250+ pages of documentation.
- Activated PLG strategies, including in-app notifications, improving engagement.
- Drove PR strategy and media coverage for brand expansion.

Fractional Documentation Lead

Firebolt | Tel Aviv, Israel | **06/2020 – 09/2020**

- Built documentation infrastructure from scratch for Firebolt's transition from stealth mode.
- Created 100+ pages of API and user documentation, streamlining integration and onboarding processes.

Senior Technical Content Developer

Snyk | Tel Aviv, Israel | **01/2019 – 04/2020**

- Developed technical content supporting PLG strategies for B2D audiences.
- Managed onboarding content for open-source repositories and CI/CD workflows.
- Integrated documentation into developer toolkits for GitHub, AWS, and more.

Senior Technical Writer

Cisco | Netanya, Israel | **02/2016 – 01/2019**

- Created technical documentation for Cisco's Identity Services Engine (ISE).
- Authored API guides, user manuals, and release notes.

Previous Employment

Israel

- Crafted developer-focused technical content aligned with PLG strategies, driving user engagement and adoption.
- Developed comprehensive technical documentation for a broad range of products, bridging between engineering and end-users.

EDUCATION

Master of Arts in Linguistics

University of Liverpool

Bachelor of Arts in Humanities

The University of Chicago

LANGUAGES

- English – Native
- Hebrew – Advanced Proficiency